

# The State Universities of Michigan: *Powering Michigan's Workforce & Economy*

## Michigan House of Representatives Higher Education Committee



Daniel Hurley, Ph.D.  
CEO



March 8, 2023



- Founded in 1952 as the Michigan Council of State College Presidents
- Name changed in 2015 to better reflect sector-wide collaboration
- MASU Board: 15 presidents and chancellors
  - 13 presidents, 2 chancellors (UM-Dearborn, UM-Flint)
- 19 Standing Committees
  - Most legislatively engaged: State Relations Officers
- Staff of 3 people

*MASU serves as the coordinating board for Michigan's 15 public universities, providing advocacy and fostering policy to maximize the collective value these institutions provide in serving the public interest and the State of Michigan.*

# The MASU Board of Directors - the Presidents & Chancellors of Michigan's Public Universities



**Dr. Robert O. Davies**  
President (2018)  
Central Michigan University



**Dr. James M. Smith**  
*(Chair)*  
President (2016)  
Eastern Michigan University



**Dr. Bill Pink**  
President (2022)  
Ferris State University



**Dr. Philomena V. Mantella**  
President (2019)  
Grand Valley State University



**Dr. Rodney S. Hanley**  
*(Secretary-Treasurer)*  
President (2018)  
Lake Superior State University



**Dr. Teresa K. Woodruff**  
Interim President (2022)  
Michigan State University



**Dr. Richard J. Koubek**  
President (2018)  
Michigan Technological  
University



**Dr. Brock Tessman**  
President (2023)  
Northern Michigan University



**Dr. Ora Hirsch Pescovitz**  
*(Immediate Past Chair)*  
President (2017)  
Oakland University



**Dr. George Grant, Jr.**  
President (2022)  
Saginaw Valley State  
University



**Dr. Santa Ono**  
President (2022)  
The University of Michigan



**Dr. Domenico Grasso**  
Chancellor (2018)  
The University of Michigan –  
Dearborn



**Dr. Debasish Dutta**  
Chancellor (2019)  
The University of Michigan –  
Flint



**Dr. M. Roy Wilson**  
*(At Large)*  
President (2013)  
Wayne State University



**Dr. Edward B. Montgomery**  
*(Vice-Chair)*  
President (2017)  
Western Michigan University

# MASU Committees



- Academic Affairs Officers
- Accreditation Liaison Officers
- Admissions Directors
- Alumni Directors
- Business Affairs Officers
- Career Services Directors
- Chief Information Officers
- Chief Librarians
- Communications Officers
- Diversity Officers

- Extended Education & Professional Development Officers
- Financial Aid Directors
- Graduate School Deans
- Institutional Research & Planning Directors
- Legal Affairs Officers
- Registrars
- State Relations Officers
- Student Affairs Officers
- Title IX Coordinators

# Michigan's 15 Public Universities

- Global Reputation for Academic & Research Excellence
- Degrees produced in 2020-2021 Academic Year: **71,233**
- Fall 2022 student headcount: **256,365**
- Top 10 state in R&D Spending in 2021: **\$2.76 Billion**
- Only state in the U.S. with **3** public Research-1 universities



# Michigan's Higher Education Governance: A Decentralized Model

## Public Universities Granted Constitutional Autonomy

Under Michigan's Constitution, public universities have constitutional autonomy. Article VIII, Section 5 of Michigan's Constitution of 1963 reads:

*Each board shall have general supervision of its institution and the control and direction of all expenditures from the institution's fund.*

*The result:*

One of the most market-responsive, innovative and high-quality set of state public universities in the U.S.

Each University has an 8-Member Governing Board with staggered 8-year terms  
Statewide-Elected: WSU, MSU and U-M (including for Dearborn & Flint campuses)  
All Other Universities: Gubernatorially-appointed

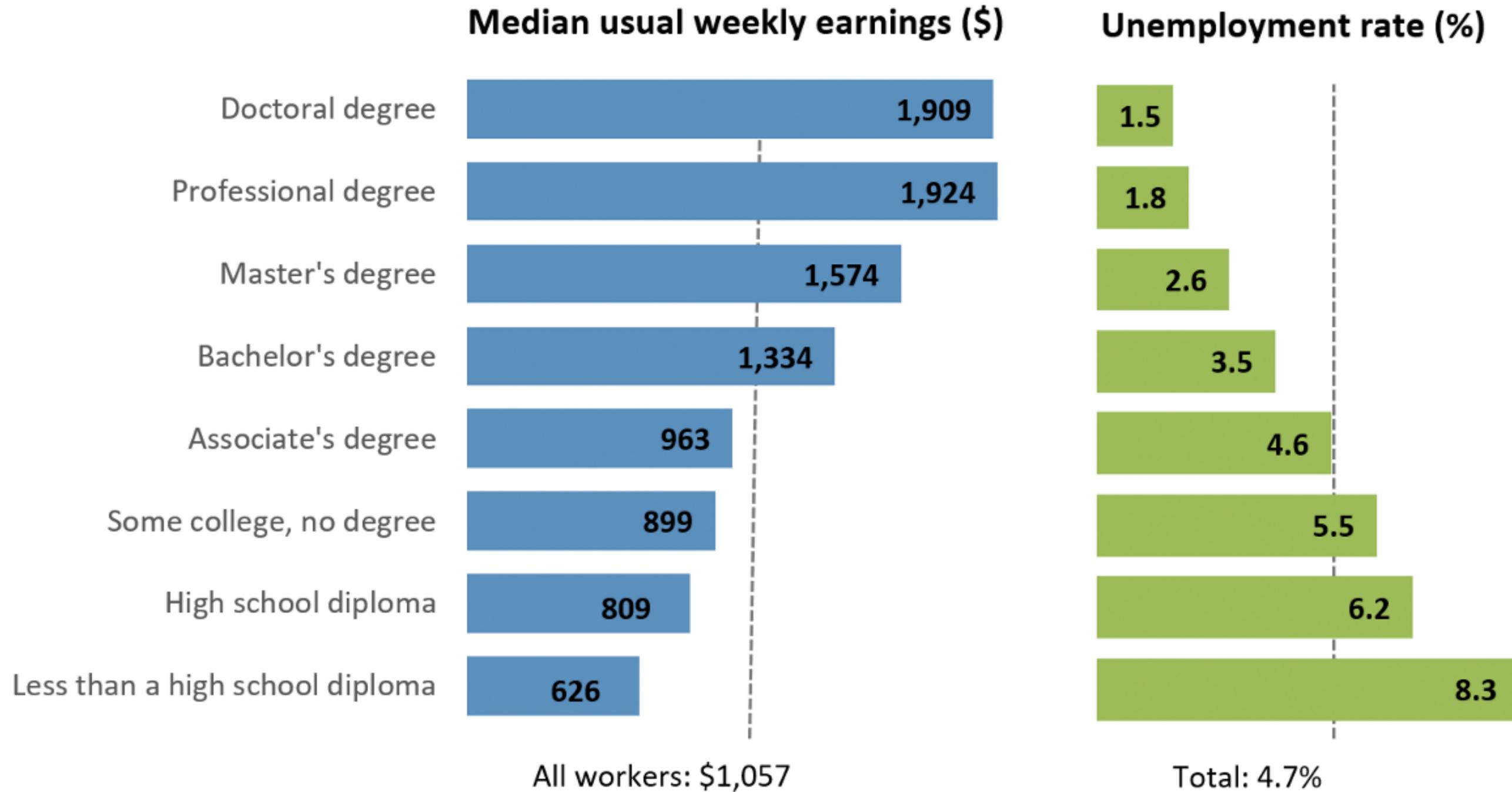
# Higher Education: Key to Michigan's Prosperity

# **HOT 50: Michigan's high-demand, high-wage careers**

Of the 50 high-demand, high-wage occupations in Michigan through 2030, 37 require a four-year college degree or higher.

[Source: Michigan Bureau of Labor Market Information and Strategic Initiatives](#)

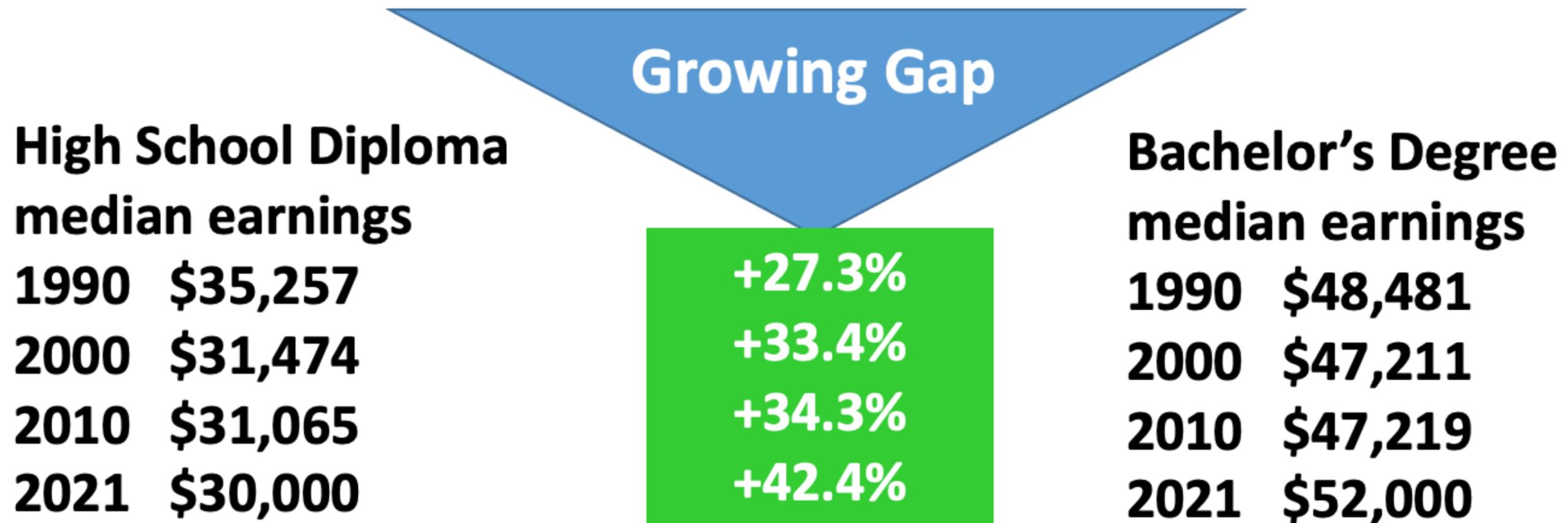
# Earnings and unemployment rates by educational attainment, 2021



Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.  
Source: U.S. Bureau of Labor Statistics, Current Population Survey.

# The Increasing Premium of Earning a Bachelor's Degree

## Annual Wages for Recent College Graduates



*Inflation adjusted. [Source](#): Federal Reserve Bank of New York*

# Michigan's Educational Attainment Goal:

60% of residents to have a postsecondary credential, including a college degree or industrial certification by 2030.

- Michigan's 2021 educational attainment rate: 50.5% ([Lumina](#))
- National average: 53.7%
- Michigan's rank nationally: 37<sup>th</sup>
- Michigan's rank in per-capita income: 35<sup>th</sup>

## Michigan: Making Progress—But Falling Behind

Between 2019 and 2021, Michigan increased attainment by 1.4% -  
*- but dropped 5 spots in national ranking*



# Trends in Higher Education State Funding

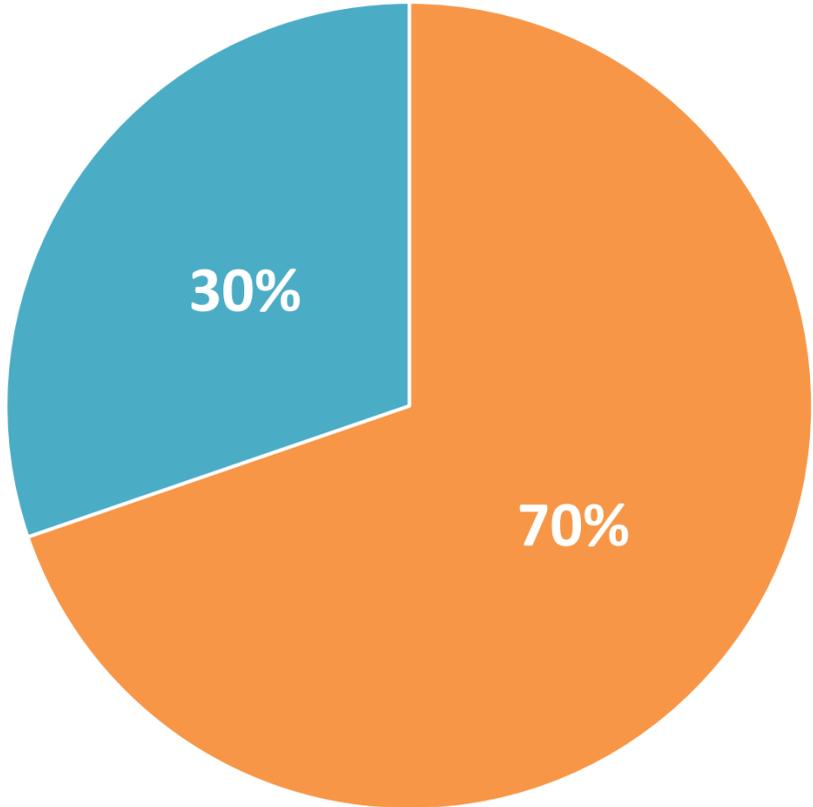
# State Investment in Higher Education

## -- *The Longer View* --

- Michigan's rank in per capita state fiscal support for higher ed
  - 2001: 20th
  - 2022: 36th
- Two-thirds the national average in per-capita support
- **State appropriations since 2011: \$380 million *reduction* (-19%)** (inflation-adjusted). More than \$1 billion since 2002.
- **Current per-student funding:**
  - Community colleges: \$10,348
  - Public universities: \$5,993
  - (Was \$9,511 per full-time student in 2002; 37% decline.)

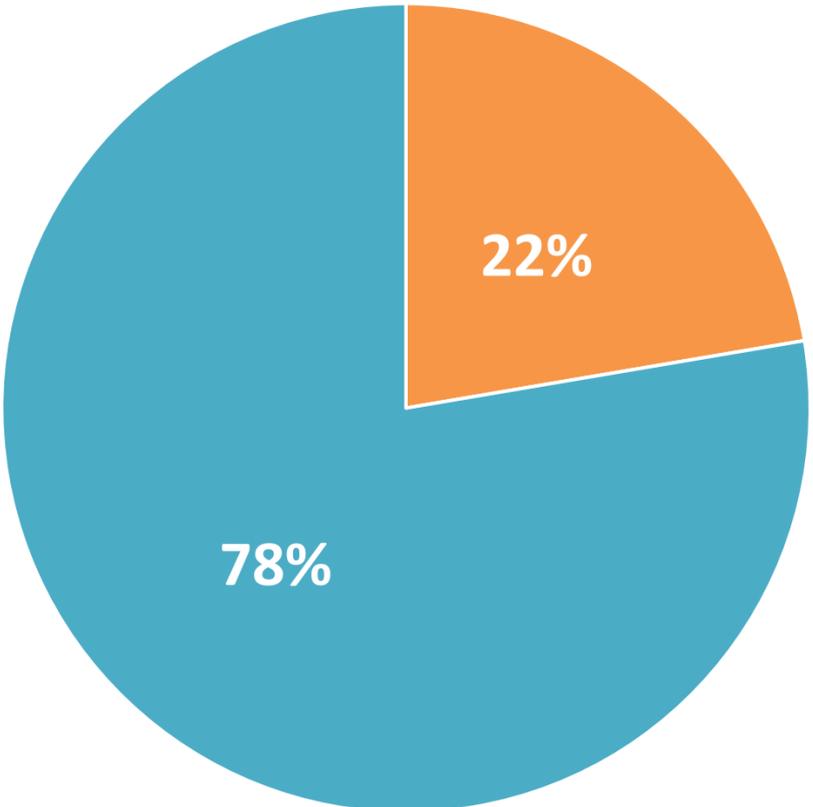
# The State-to-Student Cost Shift in Paying for a Michigan Public University Education

University GF Revenues - FY1979



■ Appropriations   ■ Tuition & Fees

University GF Revenues - FY2022



■ Appropriations   ■ Tuition & Fees

# State Financial Aid

- Prior to FY 2023: MI ranked **36th** in state financial aid per student, at \$363 (and 41st in grant aid per capita)
  - When not including federal dollars, was 50th
- **2002**: \$439 million state investment; 66% less than in 2022

# Increased State Investment = Increased College Affordability



“The data make clear that state-level disinvestments in postsecondary education have played a prominent role in driving this decrease in college affordability, especially for those seeking a bachelor’s degree.”

“Reversing the trend in college affordability at public institutions will require greater public investments in higher education.”

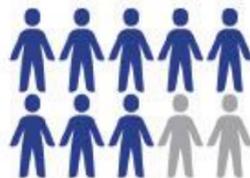
[Source](#): Citizens’ Research Council report, *Out of Reach: Examining the Price of Higher Education in Michigan*, January 10, 2023. Available at [crcmich.org](http://crcmich.org)

# 2022: A Historic Year in Michigan Higher Education Funding

## Michigan Achievement Scholarship

The State of Michigan's new flagship postsecondary financial aid program at a glance.

Public universities	→	Up to \$5,500 per student per year
Independent colleges & universities	→	Up to \$4,000 per student per year
Community/tribal colleges	→	Up to \$2,750 per student per year

 8 out of 10 new college students who enroll in Michigan will be eligible.

 Up to five years at a four-year college or university  
Up to three years at a community/tribal college

**65%** of eligible students will be able to attend college tuition-free

	Minimum Award (Provided to all eligible students)	Last Dollar Award (If needed after other financial aid is applied)
4-year Public	\$2,500	\$3,000
4-year Independent	\$1,000	\$3,000
Community/Tribal	\$1,750	\$1,000

- ### Eligibility Requirements
- File a FAFSA
  - Have a \$25k or lower Estimated Family Contribution (EFC)
  - Earn a high school diploma or certificate of completion in 2023 or later
  - Enroll full-time at an eligible Michigan institution within 15 months of completing high school

 For more details on the biggest investment in Michigan financial aid in over a decade, download resources including slides from a recent webinar, social media graphics and example text, an FAQ document, and several handouts.  
← Scan the QR code to access the resource folder

Learn more at [miachievement.org](https://miachievement.org)



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# NEW Michigan Achievement Scholarship

- 93% of community colleges students qualify
- 74% public university students qualify
- 79% independent/private college students qualify

Even more will qualify if more students fill out a FAFSA

- 55% of bachelor's degree seeking undergrads in MI take an average of \$7,000 a year in loans
- The \$5,500 grant for public university students will offset much of this loan need



A graphic for the Michigan Achievement Scholarship. It features a purple background with a circular photo of a smiling graduate in a green cap and white gown. To the right of the photo, the text reads "MICHIGAN ACHIEVEMENT SCHOLARSHIP" in white, with the website "michigan.gov/achievement" below it. At the bottom right is the "MI Student Aid" logo, which includes a map of Michigan and the text "MI Student Aid" and "Accessibility • Affordability • Advancement".

MICHIGAN  
ACHIEVEMENT  
SCHOLARSHIP

[michigan.gov/achievement](https://michigan.gov/achievement)

MI Student Aid  
Accessibility • Affordability • Advancement

# NEW State Investment in Teacher Education Pipeline

- MI Future Educator Fellowship: \$10,000 grant for up to 3 years (with residency requirement)
- Student Teacher Stipend: \$9,600/year



# Meeting Challenges:

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**State Policymakers,  
Universities Taking  
Action to Drive  
Economic Prosperity**

# Michigan: A Graying State

- MI: A top state in forecasted decline in high school graduates
- Need to boost college enrollment among traditionally underrepresented groups
  - Low-income, first generation, minorities, rural, working adults
- Need to close achievement gaps

## Michigan High School Graduates:

2008: 123,576

2023: 106,020

2031: 99,950

2037: 95,100

Source: Western Interstate Commission for Higher Education  
[knocking.wiche.edu/state-profiles](https://knocking.wiche.edu/state-profiles)

# Disconnect: Perception vs. Reality on the Value of a College Degree

**Perception:** Only **27%** of Michigan voters believe a college degree is very important to securing a successful job; 69% believe a high school diploma is sufficient to be successful.

**Reality:** **79%** of all jobs paying more than \$64K in Michigan are held by people with a bachelor's degree or higher. Only **5%** are held by those with an associate degree or completed an apprenticeship.

# Meeting the Challenges: Boosting Student Success

- Marketing to increase college participation
- Increasing student retention, degree completion
- Increasing affordability for low-income students
  - Institutional financial aid
  - 2002: \$377 million
  - 2022: \$1.1 billion
- Reaching out to working adults, non-degree completers, stopped-out students
- Recruiting out-of-state, international students

Scholarships and financial aid cut the full price at Michigan's public universities by an average of 40%

**The Goal: Increase college enrollment and educational attainment of Michigan's population – despite stark demographic challenges**

# Meeting the Challenges: Efficiencies and Innovation

- Creating new, market-responsive programs; eliminating under-enrolled programs
- Implementing operating efficiencies, cost-savings
- Partnering with all stakeholders, especially community colleges; lots of progress on facilitating student transfer among institutions

***Michigan Universities Self-Insurance Corporation***

***Michigan Universities Coalition on Health***

**campuslogic**<sup>SM</sup>  
Student Financial Services Platform

2020

**Uwill**<sup>®</sup>  
Student Mental Health & Wellness

2022

**ReUp**  
EDUCATION

2023

**Public University  
Legislative Priorities  
2023**

# State University Priorities

- Legislative Priorities—Increased State Support
  - Institutional operating dollars
  - State financial aid
  - Sustained capital outlay investments
    - Related: Deferred maintenance monies (one-time \$ to make campus upgrades)

*The result?*

- Increased college affordability, academic quality, and student success!

***Let's keep the momentum going!***

# Michigan's Future is in College

